

## Message Text

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ACTION CU-03

INFO OCT-01 AF-06 ISO-00 A-01 /011 W  
----- 088808

R 281005Z MAY 75  
FM AMEMBASSY GABORONE  
TO USIA WASHDC  
INFO SECSTATE WASHDC 6630  
AMEMBASSY MASERU  
AMEMBASSY MBABANE  
AMEMBASSY PRETORIA

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E.O. 11652: N/A

TAGS:

SUBJECT: ANNUALS ASSESSMENT REPORT ON USIA AND CU PROGRAMS

REF: A) CM-463;

- B) GABORONE A-15
- C) GABORONE A-19

1. AS CALLED FOR BY REF A FOLLOWING IS POST ANNUAL  
ASSESSMENT ON USIA AND CU PROGRAMS (REFS B AND C ARE ALSO  
RELEVANT):

PART I, USIA COUNTRY PLAN OBJECTIVES.

POST WAS GENERALLY EFFECTIVE IN MEETING OBJECTIVES SET OUT  
IN THE FY-75 COUNTRY PLAN. THE OBJECTIVES REMAIN VALID BUT  
THE COMPLETE ACHIEVEMENT OF SOME OF THEM IS DIFFICULT WITHIN  
POST PERSONNEL AND BUDGETARY RESOURCES.

PART II, USIA COUNTRY PLAN PROJECTS.

OBJECTIVE 1. PAROJECT 1. THIS PROJECT WAS NOT EFFECTIVELY  
EXECUTED. CONTINUED ERRATIC RECEPTION OF WIRELESS FILE AND  
INADEQUATE FACILITIES TO PROVIDE SUFFICIENT COPIES FOR  
COMPREHENSIVE AND TIMELY DISTRIBUTION ARE RESPONSIBLE.

OBJECTIVE 2. PROJECT 1. THIS OBJECTIVE HAS BEEN EXECUTED  
AS PLANNED AND WAS GENERALLY EFFECTIVE. IN THE ABSENCE OF  
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A RESIDENT AMERICAN PAO, HOWEVER POST HAS NOT BEEN

ABLE TO FULLY EXPLOIT U.S. COMMERCIAL AND INVESTMENT ACTIVITIES, TRADE MISSIONS, ETC., THROUGH LOCAL PRESS RELEASES, PRESS CONFERENCES AND RADIO INTERVIEWS. THIS EFFORT IS IMPROVING THROUGH THE USE OF EMBASSY PERSONNEL IN THE ABSENCE OF USIS PERSONNEL TO PERFORM THESE FUNCTIONS.

OBJECTIVE 2, PROJECT 2. NORMALLY EFFECTIVE. BOOK COLLECTION IS WELL USED AT USIS READING ROOM. HOWEVER, MORE USE COULD BE MADE OF DISTRIBUTION OF INFORMATION ON NEW BOOKS, ETC., TO SIGNIFICANT OPINION LEADERS.

OBJECTIVE 2, PROJECT 3. PROJECT WAS NOT EXECUTED. HOWEVER, A FILM ON INVESTMENT WAS PROVIDED FROM JOHANNESBURG USIS AND WAS SHOWN.

OBJECTIVE 3, PROJECT 1. PROJECT WAS NORMALLY EFFECTIVE. THE VISIT OF JUDGE CONSTANCE MOTLEY WAS THE HIGH POINT IN THIS EFFORT. HER VISIT RECEIVED WIDE PUBLICITY AND SHE HAD EXTENSIVE PERSONAL CONTACT WITH MAJOR PUBLIC OPINION LEADERS.

OBJECTIVE 3, PROJECT 2. NOT EXECUTED. LACK OF SUPPORT AS WELL AS LOCAL ORGANIZATIONAL TIME WAS THE REASON.

OBJECTIVE 3, PROJECT 3. NOT EXECUTED. THIS PROJECT WAS NOT EXECUTED BECAUSE OF UNAVAILABILITY OF AMERICAN MANPOWER TO ORGANIZE IT.

OBJECTIVE 4, PROJECT 1. NOT EXECUTED. STAGS NOT PROVIDED.

OBJECTIVE 4, PROJECT 2. NORMALLY EFFECTIVE. ALTHOUGH ONLY ONE VISITOR WAS GIVEN NEWS AND PHOTO COVERAGE IN THE U.S., THERE HAVE BEEN SEVERAL LOCALLY GENERATED STORIES AND RADIO INTERVIEWS ON VISITS TO THE U.S.

OBJECTIVE 4, PROJECT 3. NOT EXECUTED. STAG NOT PROVIDED.

OBJECTIVE 4, PROJECT 4. NOT EXECUTED. STAG NOT PROVIDED.

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PART III. OTHER USIS PROGRAM ACTIVITIES.

THE USIS PROGRAM FOR BOTSWANA HAS CONTINUED TO SHOW IMPROVEMENT. THE NEW PAO ASSIGNED TO MASERU HAS MADE TWO TRIPS TO BOTSWANA TO DATE. HIS VISITS HAVE BEEN VERY WORTHWHILE AND EACH HAS RESULTED IN SIGNIFICANT IMPROVEMENTS IN USIS PROGRAM ACTIVITIES. LIBRARY SERVICE HAS CONTINUED TO IMPROVE PARTLY THROUGH THE HIRING OF AN AMERICAN WIFE TO UPGRADE THE CATALOGING AND MONITOR

OPERATIONS. THE LOSS OF THE EXPERIENCED SENIOR LOCAL EMPLOYEE TOWARD THE END OF THE PERIOD CAUSED A BRIEF HIATUS IN GENERAL PROGRAMMING ACTIVITIES. AT THE PRESENT TIME, TWO AMERICAN WIVES ARE WORKING PART-TIME TO MAINTAIN THE PROGRAM AND THE POST IS ACTIVELY RECRUITING A PROFESSIONAL LEVEL MOTSWANA TO BE SENIOR INFORMATION ASSISTANT. IT IS HOPED THAT WITH HIS OR HER APPOINTMENT, GREATER CONTINUITY WILL BE PROVIDED. RADIO AND PRESS OPERATIONS REMAIN THE MOST IN NEED OF IMPROVEMENT. THERE IS NOT YET AN INSTITUTIONALIZED PROCEDURE FOR PROVIDING THE RADIO AND NEWS MEDIA AND SENIOR OFFICIALS WITH NEWS ON A REGULAR BASIS. ALTHOUGH WITH THE LIMITED RESOURCES AVAILABLE WE ARE MAKING CONSIDERABLE PROGRESS IN OUR ABILITY TO GET NEWS INTO THE PRESS AND RADIO.

#### PART IV, CU PROGRAMS.

THE IMPACT OF THE CU PROGRAM HAS BEEN UNIFORMLY POSITIVELY AS FAR AS RELATIONSHIP BETWEEN THE HOST COUNTRY AND THE U.S. IS CONCERNED. WITHIN THE VERY LIMITED RESOURCES OF THIS PROGRAM, THE POST FEELS IT HAS GOTTEN THE MOST MILEAGE POSSIBLE. THE POST IS ALSO PLEASED WITH THE WORK OF THE AFRICAN-AMERICAN INSTITUTE (AAI) THROUGH ITS EFFECTIVE PART-TIME REPRESENTATIVE HERE AND WITH THE SUPPORT OF CROSSROADS AFRICA WHICH HAS ALREADY PROVIDED ONE TRAVEL GRANT AND HAS AUTHORIZED A SECOND FOR THIS YEAR. REFS B AND C PROVIDE FURTHER COMMENT ON THE CU PROGRAM. THE FOLLOWING PROVIDES FURTHER EVALUATION RELATED TO THE FORMAT IN REF A.

B. IN PARTICULAR, THE IV TRAVEL OF PERMANENT SECRETARY RICHARD MANNATHOKO STRENGTHENED RELATIONSHIPS IN THE COMMERCIAL SECTOR. NEW PATTERNS OF COMMUNICATIONS HAVE LIMITED OFFICIAL USE

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BEEN DEVELOPED BETWEEN HIS MINISTRY, AGENCIES OF THE UNITED STATES GOVERNMENT, AND U.S. PRIVATE CORPORATIONS. THE EMBASSY HAS BEEN PARTICULARLY SUCCESSFUL IN REACHING THE BEST INDIVIDUALS IN ITS EXCHANGE PROGRAM. TOP LEVEL OFFICIALS IN GOVERNMENT ARE NORMALLY SELECTED AND AGREE ENTHUSIASTICALLY TO PARTICIPATE IN THE PROGRAM. EXCHANGE PARTICIPANTS FREQUENTLY MOVE TO HIGHER POSITIONS IN THE GOVERNMENT. THE NEW MINISTER OF COMMERCE IS A FORMER PARTIAL GRANTEE. THE NEW VICE MINISTER OF FINANCE AND DEVELOPMENT PLANNING IS A FORMER HARVARD SEMINAR GRANTEE. THE CURRENT PERMANENT SECRETARY TO THE PRESIDENT IS ALSO A FORMER GRANTEE.

C. THE SMALL SIZE OF THE EXCHANGE BUDGET, MAKES THE IV SELECTION PROCESS RELATIVELY SIMPLE. GIVEN THE NUMBER OF

GRANTS AVAILABLE WE ARE UNABLE TO REACH BELOW THE MORE SENIOR MEMBERS OF GOVERNMENT TO THE YOUNGER FUTURE LEADERSHIP, A LARGER CU BUDGET WOULD ALLOW EXPANSION OF THE PROGRAM TO REACH THE YOUNGER LEADERS OF THE BOTSWANA COMMUNITY. THE POST HAS BEEN QUITE SATISFIED WITH CU PROGRAMMING FOR IV'S WITHIN THE UNITED STATES. MULTINATIONAL AND MULTI-REGIONAL PROGRAMS APPEAR TO BE VERY EFFECTIVE AND PROVIDE THE OPPORTUNITY FOR PROGRAMMING IN FIELDS OF PARTICULAR RELEVANCE TO U.S. NATIONAL INTERESTS IN A TIMELY WAY. THIS POST TAKES ADVANTAGE OF SUCH PROGRAMMING WHENEVER POSSIBLE. THE EFFECTIVENESS OF THE PRE-DEPARTURE ORIENTATION IS EFFECTIVE. GIVEN THE LANGUAGE COMPETANCE OF CANDIDATES, THERE IS NO REQUIREMENT FOR ENGLISH LANGUAGE TESTING OR TRAINING.

D. THIS POST RECEIVED TWO STAGS DURING THE PERIOD. BOTH WERE OF THE HIGHEST QUALITY. STAG JUDGE CONSTANCE MOTLEY HAS ALREADY BEEN MENTIONED. STAG EUGEN MOYE WAS ALSO OF THE HIGHEST QUALITY AND HAD A SIGNIFICANT CULTURAL IMPACT DUE TO THE EXCELLENCE OF HIS MUSICAL ABILITY (CELLO). CU REPORTS ON IV ACTIVITIES IN THE U.S. ARE CONSIDERED ADEQUATE.

3. AMONG PRIVATE EXCHANGE PROGRAMS, THE 4-H PROGRAM HAS BEEN SUCCESSFUL IN THIS COUNTRY. HOWEVER, ITS EFFORTS ARE BECOMING LESS DISTINGUISHABLE FROM THOSE OF THE LIMITED OFFICIAL USE

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PEACE CORPS AND THE NEWLY ESTABLISHED INTERNATIONAL VOLUNTARY SERVICE PROGRAM.

2. DECLASSIFY UPON RECEIPT.

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
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**Copy:** SINGLE  
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**Disposition Authority:** KelleyW0  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
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